

ORDER



Orders
Order / Rev: 724349
Alt Order #: 06392225
Product Desc: ROMNEY FOR PRESIDENT
Estimate: 32
Flight Dates: 10/24/12 - 10/30/12
Original Date / Rev: 10/23/12 / 10/23/12
Order Type: Political

WTLV-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: American Rambler Productions/ POL
Buying Contact:
Billing Contact:
 138 Conant Street
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Romney, M/ R / President
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	54	\$39,660.00	\$33,711.00
10/29/12	10/30/12	24	\$11,750.00	\$9,987.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	54	\$39,660.00	\$33,711.00	0.00
November 2012	24	\$11,750.00	\$9,987.50	0.00
Totals	78	\$51,410.00	\$43,698.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTLV	10/29/12	10/30/12	M-F 6-7a M-F 6-7am (6:00 AM-6:30 AM)	CM	6a-7a	MT-----	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	MT-----		2				\$400.00		0.00			
2	WTLV	10/24/12	10/26/12	M-F 6-7a M-F 6-7am (6:00 AM-6:30 AM)	CM	6a-7a	--WTF--	:30	3	\$900.00	P-1	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--WTF--		3				\$900.00		0.00			
3	WTLV	10/29/12	10/30/12	M-F 6-7a M-F 6-7am (6:30 AM-7:00 AM)	CM	6a-7a	MT-----	:30	2	\$425.00	P-3	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	MT-----		2				\$425.00		0.00			
4	WTLV	10/24/12	10/26/12	M-F 6-7a M-F 6-7am (6:30 AM-7:00 AM)	CM	6a-7a	--WTF--	:30	3	\$950.00	P-1	0.00	NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--WTF--		3				\$950.00		0.00			
5	WTLV	10/29/12	10/30/12	Today Show M-F 7-9am (7:00 AM-8:00 AM)	CM	7a-9a	MT-----	:30	2	\$375.00	P-3	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	MT-----		2				\$375.00		0.00			
6	WTLV	10/24/12	10/26/12	Today Show M-F 7-9am (7:00 AM-8:00 AM)	CM	7a-9a	--WTF--	:30	3	\$800.00	P-1	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 724349
 Alt Order #: 06392225
 Flight Dates: 10/24/12 - 10/30/12

Advertiser: Romney, M/ R / President
 Product Desc: ROMNEY FOR PRESIDENT
 Estimate: 32
WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WTLV	10/24/12	10/26/12	Today Show M-F 7-9am	CM	7a-9a (7:00 AM-8:00 AM)	--WTF--	:30	3	\$800.00	P-1	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3				\$800.00		0.00			
7	WTLV	10/29/12	10/30/12	Today Show M-F 7-9am	CM	7a-9a (8:00 AM-9:00 AM)	MT-----	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		2				\$400.00		0.00			
8	WTLV	10/24/12	10/26/12	Today Show M-F 7-9am	CM	7a-9a (8:00 AM-9:00 AM)	--WTF--	:30	3	\$875.00	P-1	0.00	NM	3	\$2,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3				\$875.00		0.00			
9	WTLV	10/29/12	10/30/12	Today Show II M-F 9-10am	CM	9a-10a	MT-----	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		2				\$400.00		0.00			
10	WTLV	10/24/12	10/26/12	Today Show II M-F 9-10am	CM	9a-10a	--WTF--	:30	3	\$400.00	P-1	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3				\$400.00		0.00			
11	WTLV	10/29/12	10/30/12	M-F 4-5p Ellen	CM	M-F 4p-5p	MT-----	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		2				\$150.00		0.00			
12	WTLV	10/24/12	10/26/12	M-F 4-5p Ellen	CM	M-F 4p-5p	--WTF--	:30	3	\$150.00	P-3	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3				\$150.00		0.00			
13	WTLV	10/29/12	10/30/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	MT-----	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		2				\$225.00		0.00			
14	WTLV	10/24/12	10/26/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	--WTF--	:30	3	\$475.00	P-1	0.00	NM	3	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3				\$475.00		0.00			
15	WTLV	10/29/12	10/30/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	MT-----	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		2				\$1,000.00		0.00			
16	WTLV	10/24/12	10/26/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	--WTF--	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3				\$1,000.00		0.00			
17	WTLV	10/29/12	10/30/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	MT-----	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		2				\$1,200.00		0.00			
18	WTLV	10/24/12	10/26/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	--WTF--	:30	3	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3				\$1,200.00		0.00			
19	WTLV	10/29/12	10/30/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	MT-----	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		2				\$400.00		0.00			
20	WTLV	10/24/12	10/26/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	--WTF--	:30	3	\$825.00	P-1	0.00	NM	3	\$2,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 724349
 Alt Order #: 06392225
 Flight Dates: 10/24/12 - 10/30/12

Advertiser: Romney, M/ R / President
 Product Desc: ROMNEY FOR PRESIDENT
 Estimate: 32
WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
20	WTLV	10/24/12	10/26/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	--WTF--	:30	3	\$825.00	P-1	0.00	NM	3	\$2,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3				\$825.00		0.00			
21	WTLV	10/29/12	10/30/12	5a-530a 5a-530a	CM	M-F 5a-530a	MT-----	:30	2	\$450.00	P-1	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		2				\$450.00		0.00			
22	WTLV	10/24/12	10/26/12	5a-530a 5a-530a	CM	M-F 5a-530a	--WTF--	:30	3	\$450.00	P-1	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3				\$450.00		0.00			
23	WTLV	10/29/12	10/30/12	530a-6a 530a-6a	CM	530a-6a	MT-----	:30	2	\$450.00	P-1	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MT-----		2				\$450.00		0.00			
24	WTLV	10/24/12	10/26/12	530a-6a 530a-6a	CM	530a-6a	--WTF--	:30	3	\$450.00	P-1	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		3				\$450.00		0.00			
25	WTLV	10/26/12	10/26/12	Fri Prime C Fri Prime C	CM	Fri 10p-11p	----F--	:30	1	\$1,350.00	P-1	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		1				\$1,350.00		0.00			
26	WTLV	10/27/12	10/27/12	SAT TDY NBC Today Show (Sa)	CM	7a-8a	-----S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		1				\$400.00		0.00			
27	WTLV	10/27/12	10/27/12	Sat 8-10a Sat 8a-10a	CM	8a-10a	-----S-	:30	3	\$175.00	P-3	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		3				\$175.00		0.00			
28	WTLV	10/27/12	10/27/12	Sat 6-630p Sat 6-630pm	CM	Sat 6p-6:30p	-----S-	:30	1	\$335.00	P-1	0.00	NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		1				\$335.00		0.00			
29	WTLV	10/27/12	10/27/12	Sat 7-730p Wheel of Fortune	CM	Sat 7p-7:30p	-----S-	:30	1	\$315.00	P-1	0.00	NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		1				\$315.00		0.00			
30	WTLV	10/27/12	10/27/12	Sat 730-8p Jeopardy	CM	Sat 7:30p-8p	-----S-	:30	1	\$315.00	P-1	0.00	NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		1				\$315.00		0.00			
31	WTLV	10/27/12	10/27/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	-----S-	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		1				\$400.00		0.00			
32	WTLV	10/28/12	10/28/12	Meet the Press Sun 9-10a	CM	9a-10a	-----S	:30	2	\$850.00	P-1	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		2				\$850.00		0.00			
33	WTLV	10/28/12	10/28/12	Sun 6-630p Sun 6-630pm	CM	Sun 6p-6:30p	-----S	:30	2	\$335.00	P-1	0.00	NM	2	\$670.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		2				\$335.00		0.00			
34	WTLV	10/28/12	10/28/12	NFL Regular Season Fo NFL Regular Season	CM	NFL Regular Seas (8:00 PM-10:00 PM)	-----S	:30	2	\$2,000.00	P-5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 724349
Alt Order #: 06392225
Flight Dates: 10/24/12 - 10/30/12

Advertiser: Romney, M/ R / President
Product Desc: ROMNEY FOR PRESIDENT
Estimate: 32
WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
34	WTLV	10/28/12	10/28/12	NFL Regular Season Football NFL Regular Season	CM	NFL Regular Season (8:00 PM-10:00 PM)	-----S	:30	2	\$2,000.00	P-5	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S		2				\$2,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTLV	10/22/12-10/28/12		NFL Regular Season Football		NFL Regular Season	-----Su	:30		(\$2,000.00)		0.00	NM		
		Credited [cxd]													
2	WTLV	10/22/12-10/28/12		NFL Regular Season Football		NFL Regular Season	-----Su	:30		(\$2,000.00)		0.00	NM		
		Credited [cxd]													
35	WTLV	10/28/12	10/28/12	NFL Regular Season Football NFL Regular Season	CM	NFL Regular Season	-----S	:30	3	\$2,500.00	P-3	0.00	NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S		3				\$2,500.00		0.00			
36	WTLV	10/28/12	10/28/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	-----S	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S		1				\$400.00		0.00			
37	WTLV	10/25/12	10/26/12	M-F 10-11a Today Show 3	CM	M-F 10a-11a	---TF--	:30	1	\$325.00	P-1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--		1				\$325.00		0.00			
													Totals	78	\$51,410.00